

RICHIE FARMER
COMMISSIONER



OFFICE TELEPHONE
(502) 564-5126
FAX: (502) 564-5016
TTY: (502) 564-2075

COMMONWEALTH OF KENTUCKY
DEPARTMENT OF AGRICULTURE
OFFICE OF THE COMMISSIONER
CAPITOL ANNEX, SUITE 188
FRANKFORT, KY 40601

December 3, 2004

Dear Kentucky Proud producer,

We hope you have noticed significant benefits to your business from membership in the Kentucky Proud program, the official marketing effort of the Kentucky Department of Agriculture. An exciting expanded campaign is planned for the upcoming year, and we hope you'll take a moment to sign up and join in.

Please return the enclosed application today to renew your FREE Kentucky Proud membership for 2005.

Our 2004 members found that participating in the Kentucky Proud program shows pride in your work while boosting sales.

Kentucky Proud's distinctive red, blue and green logo featuring the Kentucky cardinal tells consumers the product was raised, processed or hand-crafted in Kentucky with pride. The cardinal points shoppers to the freshest fruits, vegetables, fish, beef, dairy, and landscaping plants; the tastiest jams, jellies and salsas; and the highest quality crafts they can buy anywhere. The Kentucky Proud symbol will be the official logo of our state's agricultural products as long as I am Commissioner of Agriculture.

This coming year, merchant participants will continue to receive at no charge printer-ready copies of the official logo to use on their products, along with labels and other promotional items. You will benefit from the expertise of KDA's professional marketing specialists.

Members will also enjoy highly visible positions in next year's major marketing campaign. Consumers will be strongly motivated to seek out products bearing the Kentucky Proud promise of home state excellence. This aggressive multimedia campaign will include partnerships with some of Kentucky's largest retailers.

With this campaign driving consumer interest and increasing sales, we think Kentucky Proud will provide a major boost to your traffic and your business volume during 2005. If you have heard consumers tell you like they've told us how they prefer Kentucky products, and you want to keep your business identified with Kentucky excellence, please take a moment now to let us know you want to continue as part of the Kentucky Proud success story.

Sincerely,

A handwritten signature in black ink that reads "Richie Farmer".

Richie Farmer
Kentucky Commissioner of Agriculture

